HOW-TO-APPLY WORKSHOP

1

Introduction to GO Virginia

2016 GENERAL ASSEMBLY LEGISLATION

- **GROWTH AND OPPORTUNITY ACT**
  Legislation to create the Virginia Growth and Opportunity Board and Fund.

- **COLLABORATIVE JOBS ACT**
  Legislation to create revenue sharing opportunities for localities when jointly pursuing economic development projects.

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

MISSION STATEMENT

"Create more higher paying jobs through incentivized collaboration, primarily through out-of-state revenue, which diversifies and strengthens the economy in every region."

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**GROWTH &
OPPORTUNITY**
IN EACH REGION

WHAT IS GO VIRGINIA?

An economic development initiative, that provides project-based incentives to encourage collaboration between private industry, higher education, and government partners in each region to produce results that will grow and diversify the regional economies and ultimately the Commonwealth.

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HOW DOES GO VIRGINIA WORK?

- **The Growth & Opportunity Board is responsible for awarding funds to projects recommended by Regional Councils.**

- **Regional Councils are private industry led and have representation from education, workforce, local government, economic development, etc.**

- **DHCD oversees the administrative and financial aspects of the Board, while Support Organizations provide similar services for the Regional Councils.**

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SUPPORT ORGANIZATIONS

- **Region 1: UVA at Wise: Shannon Blevins**

- **Region 2: Virginia Tech: John Provo**

- **Region 3: Southside PDC: Gail Moody**

- **Region 4: Grow Capital Jobs: Wilson Flohr**

- **Region 5: Reinvent Hampton Roads: Jim Spore**

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**GROWTH &
OPPORTUNITY**
IN EACH REGION

SUPPORT ORGANIZATIONS

- **Region 6: George Washington RC: Tim Ware**

- **Region 7: Northern Virginia RC: Sue Rowland**

- **Region 8: Shenandoah Valley Partnership, Central Shenandoah PDC, Northern Shenandoah RC, and Shenandoah Valley Workforce: Carrie Chenery**

- **Region 9: Central Virginia Partnership for Economic Development: Helen Cauthen**
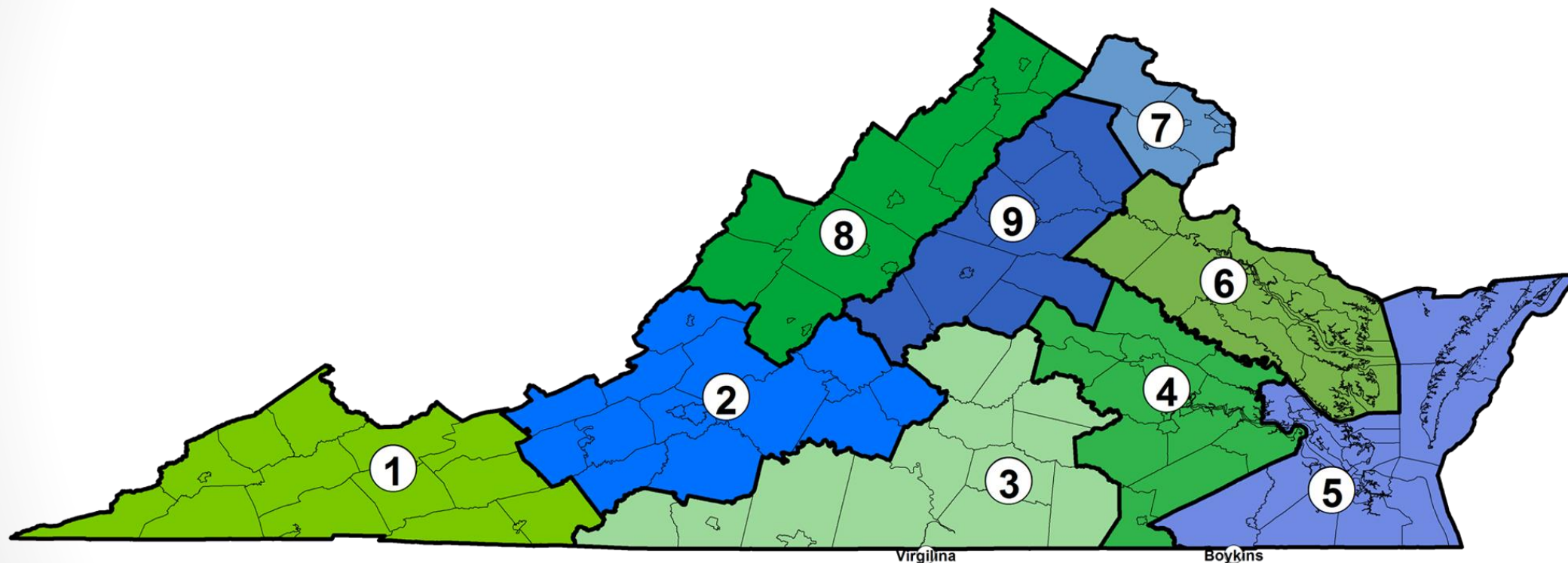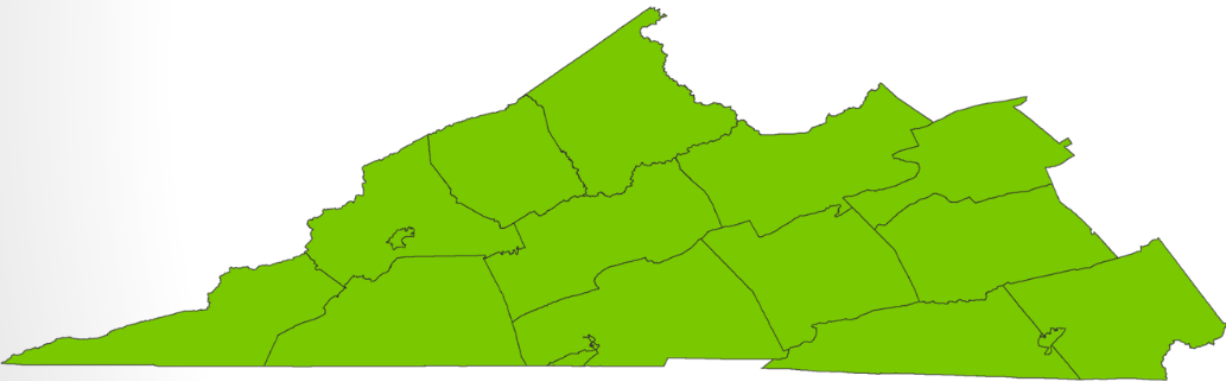
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The Regions

WHAT ARE THE REGIONS?

THE REGIONS

REGION 1: SOUTHWEST VIRGINIA

MAP

LOCALITIES

- Cities of Bristol, Galax, and Norton

- Counties of Bland, Buchanan, Carroll, Dickenson, Grayson, Lee, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe

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GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

REGION 1: SOUTHWEST VIRGINIA
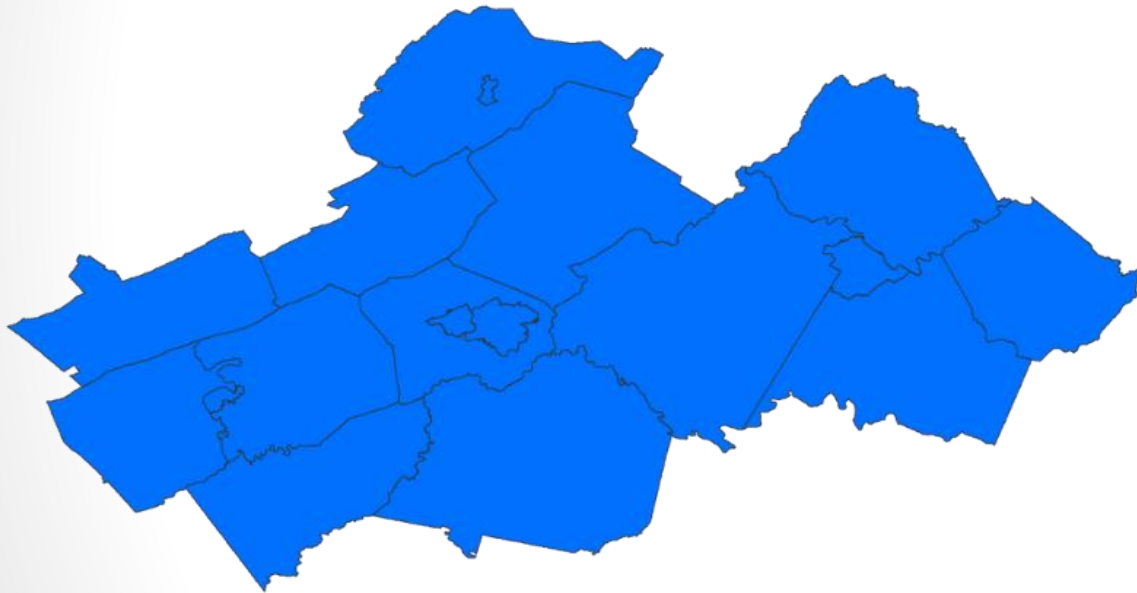
MAP

$33,475
Average Regional Wage

TARGET CLUSTERS

- Advanced Manufacturing
- Agriculture and Food and Beverage Manufacturing
- Energy and Minerals
- Information and Emerging Technologies

GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

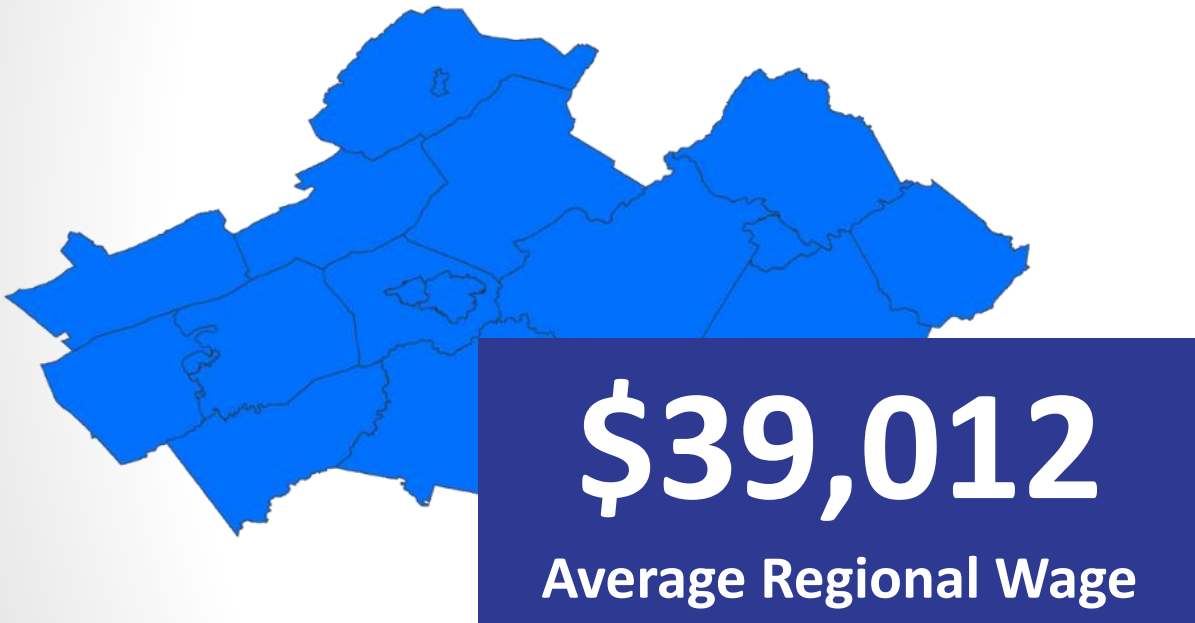REGION 1

REGION 2: WESTERN VIRGINIA

MAP

LOCALITIES

- Cities of Covington, Lynchburg, Radford, Roanoke, and Salem

- Counties of Alleghany, Amherst, Appomattox, Bedford, Botetourt, Campbell, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, and Roanoke

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REGION 2

REGION 2: WESTERN VIRGINIA

MAP

$39,012
Average Regional Wage
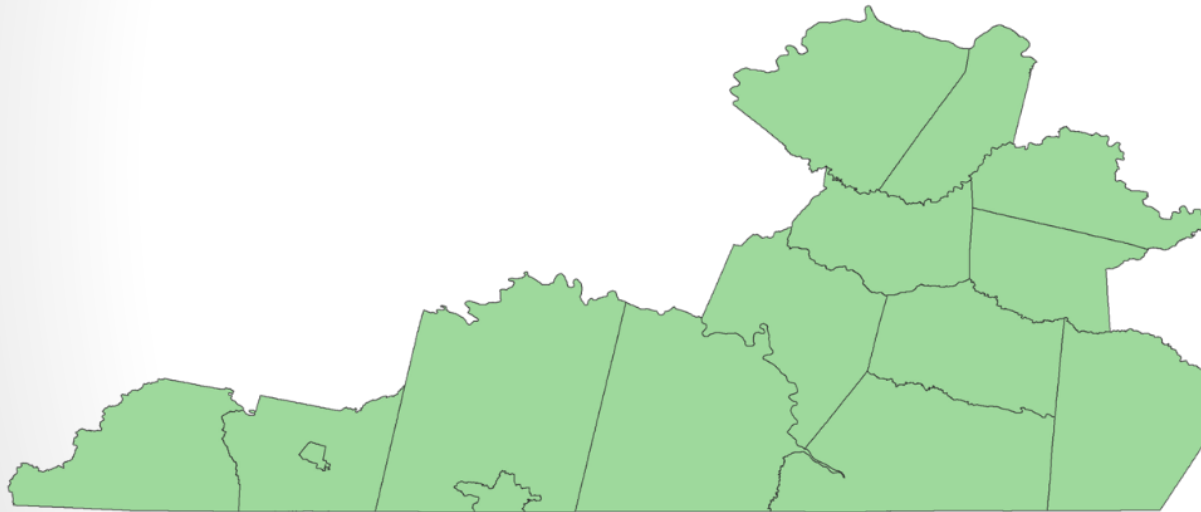
TARGET CLUSTERS

- Food and Beverage Manufacturing

- Information and Emerging Technologies

- Life Sciences and Health Care

- Manufacturing

GO VIRGINIA

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IN EACH REGION

REGION 3: SOUTHSIDE

MAP

LOCALITIES

- Cities of Danville and Martinsville

- Counties of Amelia, Brunswick, Buckingham, Charlotte, Cumberland, Halifax, Henry, Lunenburg, Mecklenburg, Nottoway, Patrick, Pittsylvania, and Prince Edward

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IN EACH REGION

REGION 3: SOUTHSIDE

MAP

$33,480

Average Regional Wage

TARGET CLUSTERS

- Advanced Manufacturing and Advanced Materials
- Business Services
- Health Care
- High-Value Natural Resource Products
- Information Technology and Data Centers

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GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

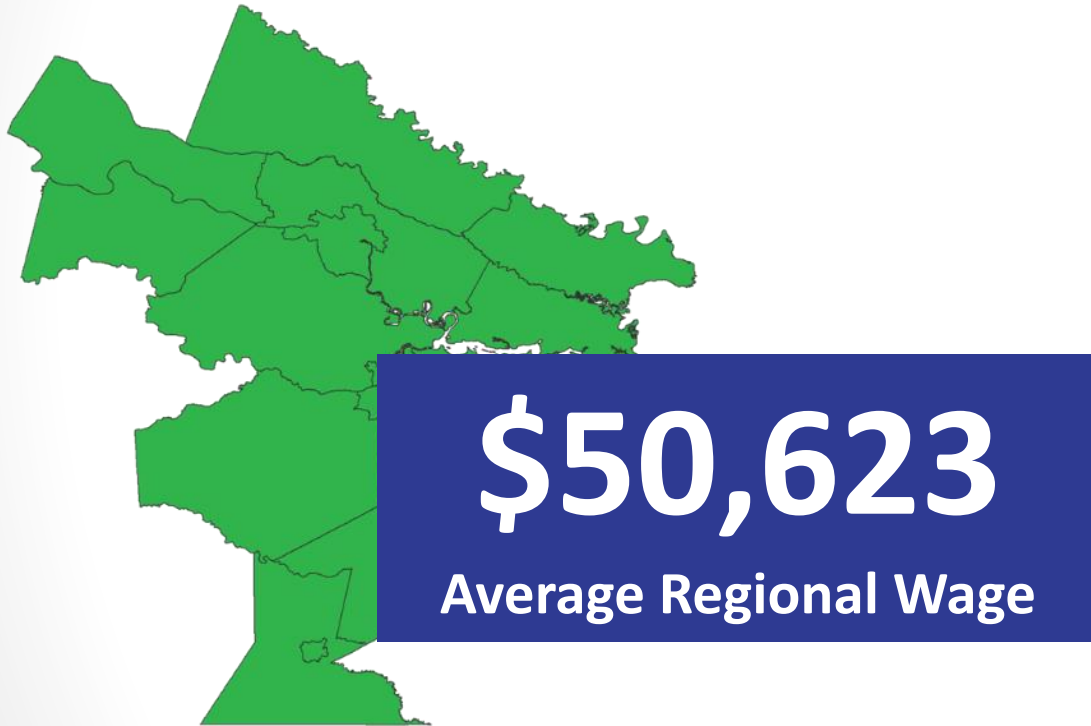REGION 3

REGION 4: CAPITAL REGION

MAP

LOCALITIES

- Cities of Colonial Heights, Emporia, Hopewell, Petersburg, and Richmond
- Counties of Charles City, Chesterfield, Dinwiddie, Goochland, Greensville, Hanover, Henrico, New Kent, Powhatan, Prince George, Surry, and Sussex

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GROWTH & OPPORTUNITY
IN EACH REGION

REGION 4: CAPITAL REGION

MAP

TARGET CLUSTERS

$50,623
Average Regional Wage

- Advanced Manufacturing
- Health, Life Science, and Bioscience
- Information and Emerging Technologies
- Logistics

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GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

REGION 5: HAMPTON ROADS

MAP

LOCALITIES

- Cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, and Williamsburg

- Counties of Accomack, Isle of Wight, James City, Northampton, Southampton, and York

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GO
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GROWTH &
OPPORTUNITY
IN EACH REGION

REGION 5: HAMPTON ROADS

MAP

$46,192
Average Regional Wage

TARGET CLUSTERS

- Advanced Manufacturing
- Cybersecurity, Data Analytics, and Modeling and Simulation
- Logistics and Port Operations
- Ship Building and Ship Repair
- Water Technologies

GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

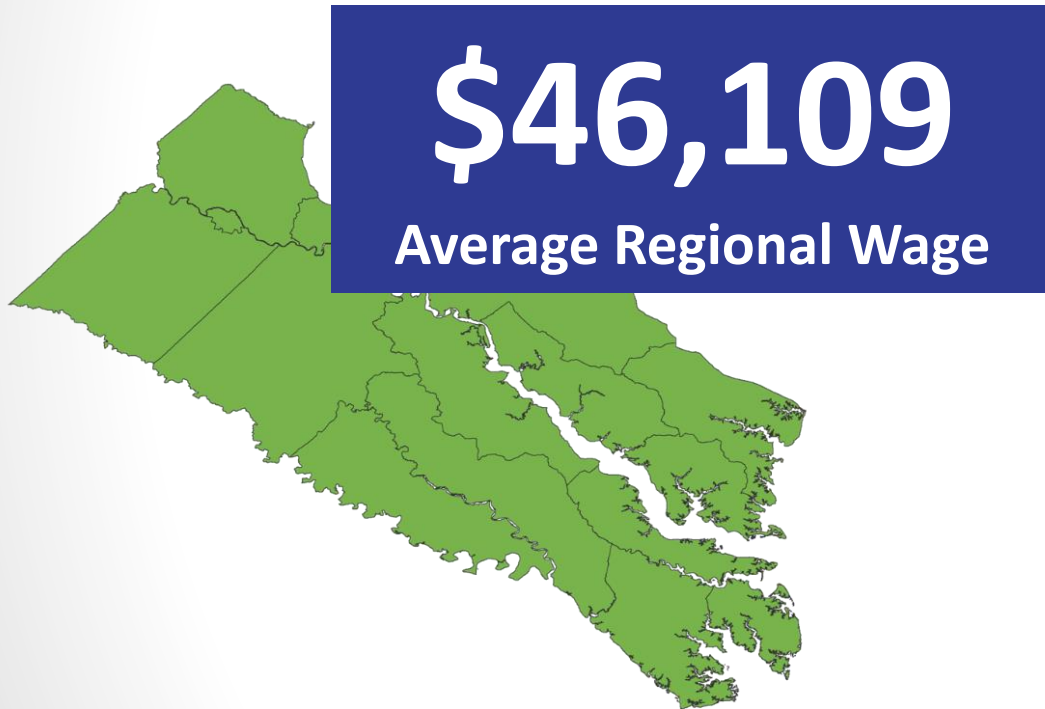REGION 5

REGION 6: MARY BALL WASHINGTON

MAP

LOCALITIES

- City of Fredericksburg
- Counties of Caroline, Essex, Gloucester, King and Queen, King George, King William, Lancaster, Mathews, Middlesex, Northumberland, Richmond, Spotsylvania, Stafford, and Westmoreland

GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

REGION 6: MARY BALL WASHINGTON
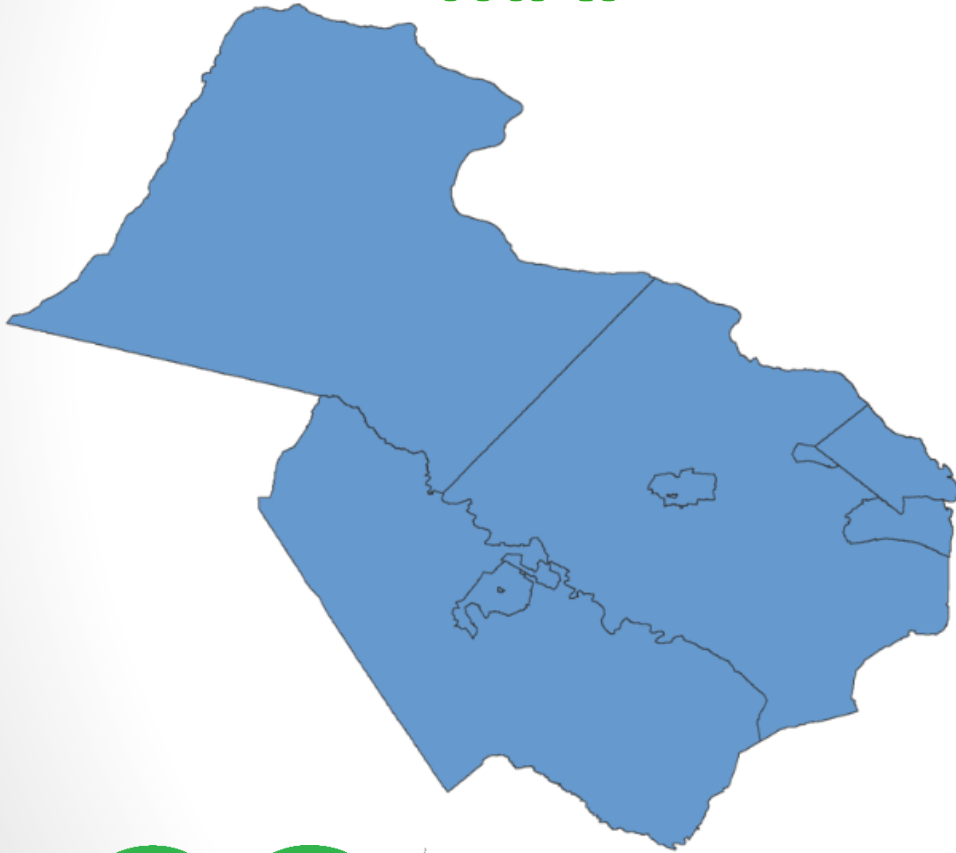
MAP

TARGET CLUSTERS

$46,109
Average Regional Wage

- Aquaculture, Commercial Fishing, and Seafood Processing
- Forestry, Wood, and Paper
- Information Technology and Data Centers
- Logistics
- Manufacturing
- Professional Services

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GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
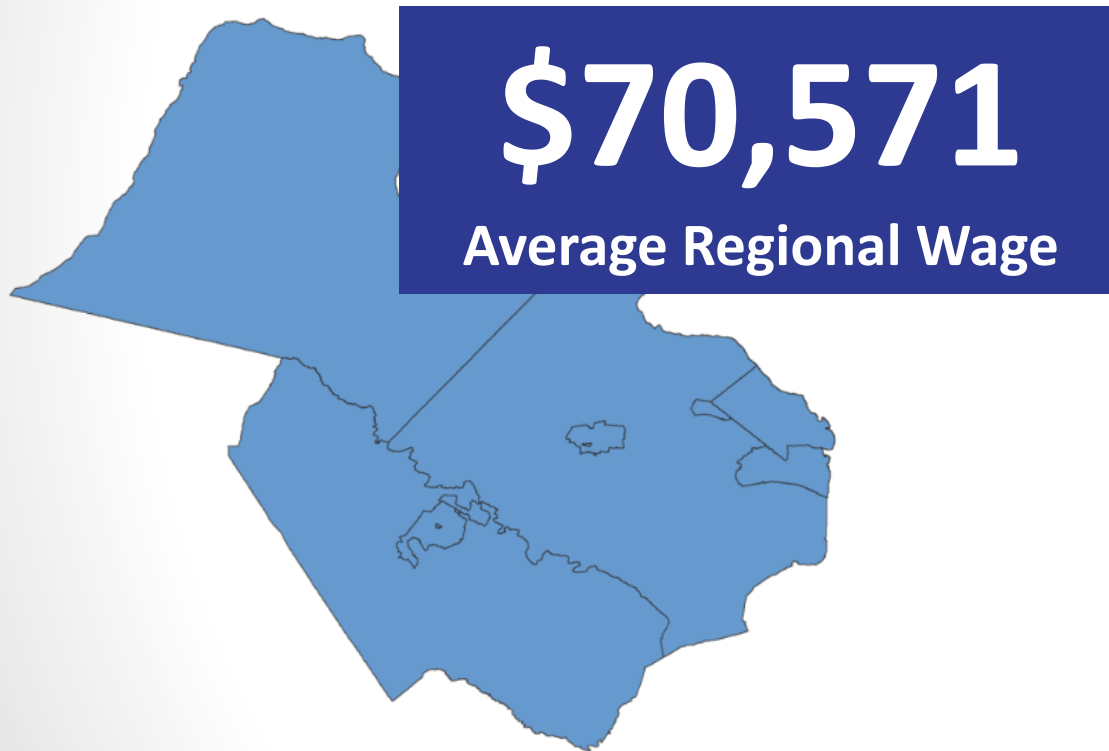IN EACH REGION

REGION 6

REGION 7: NORTHERN VIRGINIA

MAP

LOCALITIES

- Cities of Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park

- Counties of Arlington, Fairfax, Loudoun, and Price Williams

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

REGION 7: NORTHERN VIRGINIA

MAP

$70,571
Average Regional Wage

TARGET CLUSTERS

- Business and Financial Services

- Computer Services

- Cybersecurity

- Engineering Services

- Life Sciences

- Research and Development

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
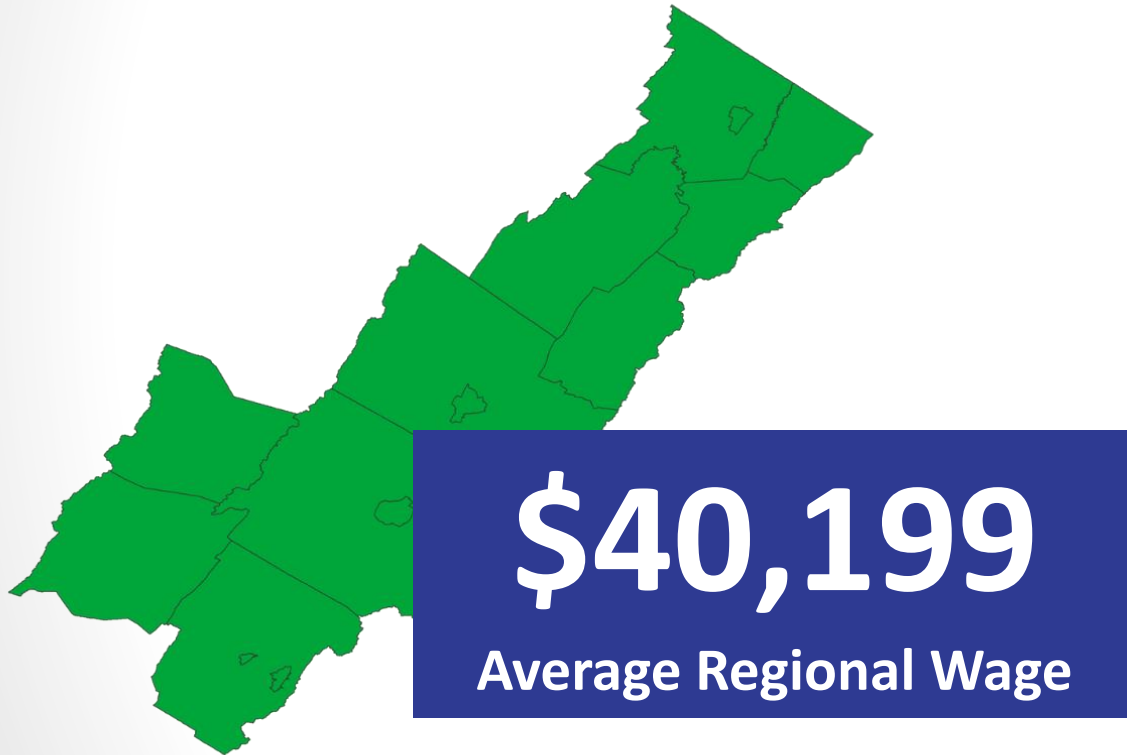IN EACH REGION

REGION 8: SHENANDOAH VALLEY

MAP

LOCALITIES

- Cities of Buena Vista, Harrisonburg, Lexington, Staunton, Waynesboro, and Winchester

- Counties of Augusta, Bath, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah, and Warren

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VIRGINIA INITIATIVE FOR
GROWTH &
OPPORTUNITY
IN EACH REGION

REGION 8

REGION 8: SHENANDOAH VALLEY

MAP

$40,199

Average Regional Wage

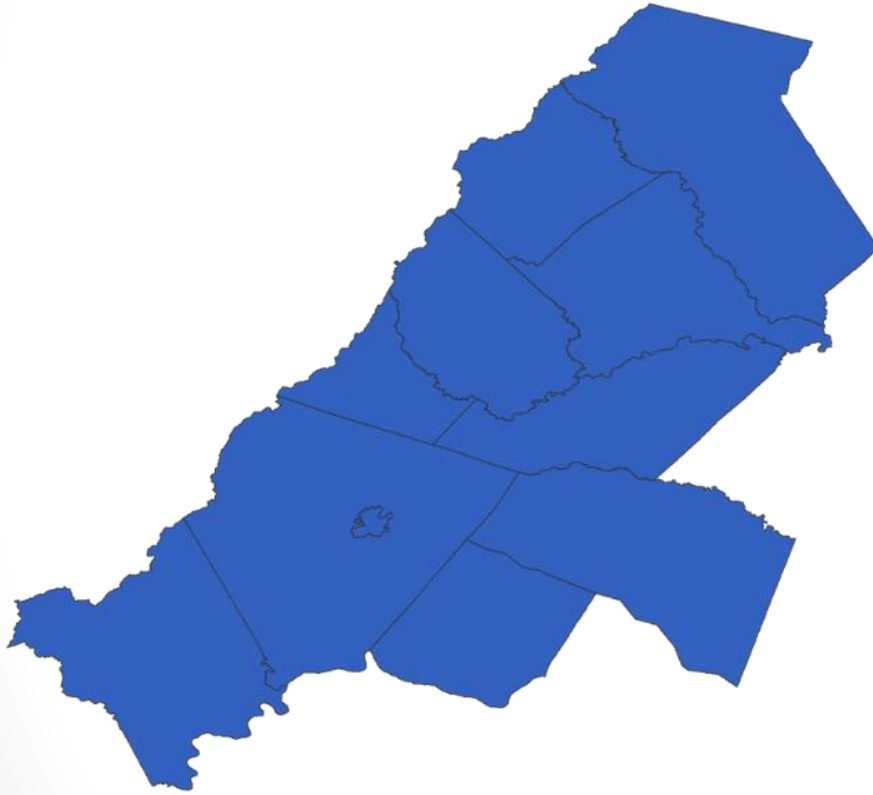## TARGET CLUSTERS

- Business and Financial Services

- Health Care

- Information Technology and Communications

- Light Manufacturing

- Logistics

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GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH &
OPPORTUNITY
IN EACH REGION

REGION 9: CENTRAL VIRGINIA

MAP

LOCALITIES

- City of Charlottesville
- Counties of Albemarle, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Nelson, Orange, and Rappahannock

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GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

REGION 9: CENTRAL VIRGINIA

MAP

$52,038

Average Regional Wage

TARGET CLUSTERS

- Biomedicine and Biotechnology
- Business and Financial Services
- Food and Beverage Manufacturing
- Information Technology and Communications
- Light Manufacturing

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GO VIRGINIA

VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

REGION 9

The Project Requirements

GO VIRGINIA FUNDS PROJECTS IN...

- **Cluster Scale-Up**

- **Commercialization**

- **Site & Infrastructure Development**

- **Workforce and Credentialing**

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA PROJECTS MUST…

- **Align with the overall goals and strategies of GO Virginia**

- **Align with the Growth & Diversification Plan for the region(s)**

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA PROJECTS MUST....

- **Lead to the creation of higher-wage jobs**

- **Involve an industry or function that derives revenue from out-of-state sources**

- **Be sustainable after GOVA**

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GROWTH &
OPPORTUNITY
IN EACH REGION

GO VIRGINIA PROJECTS MUST....

- Involve 2 or more local governments, political subdivisions, or public bodies corporate or politic

- Involve localities from 2 or more regions for competitive projects

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA DOES NOT FUND....

- **Healthcare or quality of life projects**

- **Incentives to private companies**

- **Scholarships**

- **Transportation projects**

  - Unless associated with site development

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GROWTH & OPPORTUNITY
IN EACH REGION

BROADBAND

- **In December 2017, the GO Virginia Board deferred voting on any broadband implementation projects until after the 2018 General Assembly session.**

- **During this session, the General Assembly established a new Chief Broadband Advisor that will serve under the Secretary of Commerce and Trade, and will work closely with GO Virginia and several state agencies to coordinate the use of funds for Broadband.**

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VIRGINIA INITIATIVE FOR
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OPPORTUNITY
IN EACH REGION

The Match

THE MATCH

- **Match is the non-state contribution made by the grantee and/or their partners to accomplish the project.**
- **GO Virginia requires a $1:1 Match from non-state sources.**
- **Match should be necessary to the completion of the project, and reasonable as not exceed what a prudent person would do/use.**

MATCHING FUNDS

THE MATCH

- **Funds may only be used to match one GO Virginia project.**

- **GO Virginia does not restrict the use of our funds or matching funds being used to match other grants if allowable by the other granting entity.**

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VIRGINIA INITIATIVE FOR
GROWTH &
OPPORTUNITY
IN EACH REGION

THE LOCAL MATCH

- **GO Virginia also requires that the <u>greater</u> of $50,000 OR 20% of the request be matched by localities.**

- **Local match can be provided by a local government, a school district, or a single-jurisdiction EDA/IDA entity.**

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IN EACH REGION

MATCHING FUNDS

THE LOCAL MATCH

- **Local match can be passed through regional or statewide organizations, such as a Regional Industrial Facility Authorities (RIFA), Planning District Commissions (PDC), Workforce Investment Boards (WIB), Community Colleges, Regional Economic Development Organizations (EDO), etc.**

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OPPORTUNITY**
IN EACH REGION

THE LOCAL MATCH

- **To document pass-through funds, please submit:**

  1. A **letter from the matching entity** indicating the original source of the funds and the total funding committed.

  2. A **letter from the locality** of origination, indicating that they contribute to matching organization and support the reprogramming of their funds for the GO Virginia project.

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IN EACH REGION

THE IN-KIND MATCH

- **Match can be cash or in-kind contributions.**

- **In-Kind Match is generally any non-cash contribution of value provided to the project including equipment, facilities, personnel/expertise, services, training, travel, waived fees, etc.**

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IN EACH REGION

MATCHING FUNDS

THE IN-KIND MATCH

- **The value of in-kind match should reflect the fair market value for the goods or services being donated.**

- **For donated personnel or professional services, you should utilize the volunteer's standard hourly rate or if unavailable, a nationally recognized valuation of those hours by industry (www.bls.gov).**

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MATCHING FUNDS

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IN EACH REGION

THE IN-KIND MATCH FORM

In-Kind Contribution Form

Support Organization: _____

Regional Council: _____

Contributor Information

Name of Business/Individual: _____

Name of Primary Contact: _____

Address: _____

City: _____   **State:** _____   **Zip:** _____

Telephone: _____   **Email:** _____

Contributed Goods or Services

Description of Contributed Goods or Services: _____

_____

_____

_____

_____

Date(s) Contributed: _____

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THE IN-KIND MATCH FORM

Real or Estimated Value of Contribution: $ _____

How was the value determined?:   ☐ Actual Value   ☐ Appraisal   ☐ Other

Please explain: _____

_____

_____

Who Made this Value Determination?: _____

_____

Is there a restriction on the use of this contribution?:   ☐ No   ☐ Yes

If yes, what are the restrictions?: _____

_____

_____

Contribution Obtained or Supported with State funds?:   ☐ No   ☐ Yes

If yes, please provide the name of the State agency and grant/contract number:

_____

_____

_____

_____

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IN EACH REGION

SOURCES OF MATCH

- **Donations**
- **EDA/IDAs**
- **Federal Government**
- **Foundations**
- **Higher Education**
- **Local Government**

- **Local Incentives**
- **PDCs**
- **Private Industry**
- **Region EDOs**
- **RIFAs**
- **School Districts**
- **Utility Companies**

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IN EACH REGION

MATCHING FUNDS

THE $1:1 MATCH WAIVER

- **The Board has the authority to waive up to half of the required $1:1 match, where the applicant can demonstrate significant fiscal distress or an exceptional economic opportunity in the collaborating localities.**

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IN EACH REGION

THE LOCAL MATCH WAIVER

- **The Board also has the authority to waive the local match requirement for project that demonstrate the ability to benefit the majority of the region or region(s).**

- **The local match waiver should only be requested if the applicant can demonstrate that the benefitting localities were approached but unable to financially contribute to the project.**

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IN EACH REGION

The Application Process
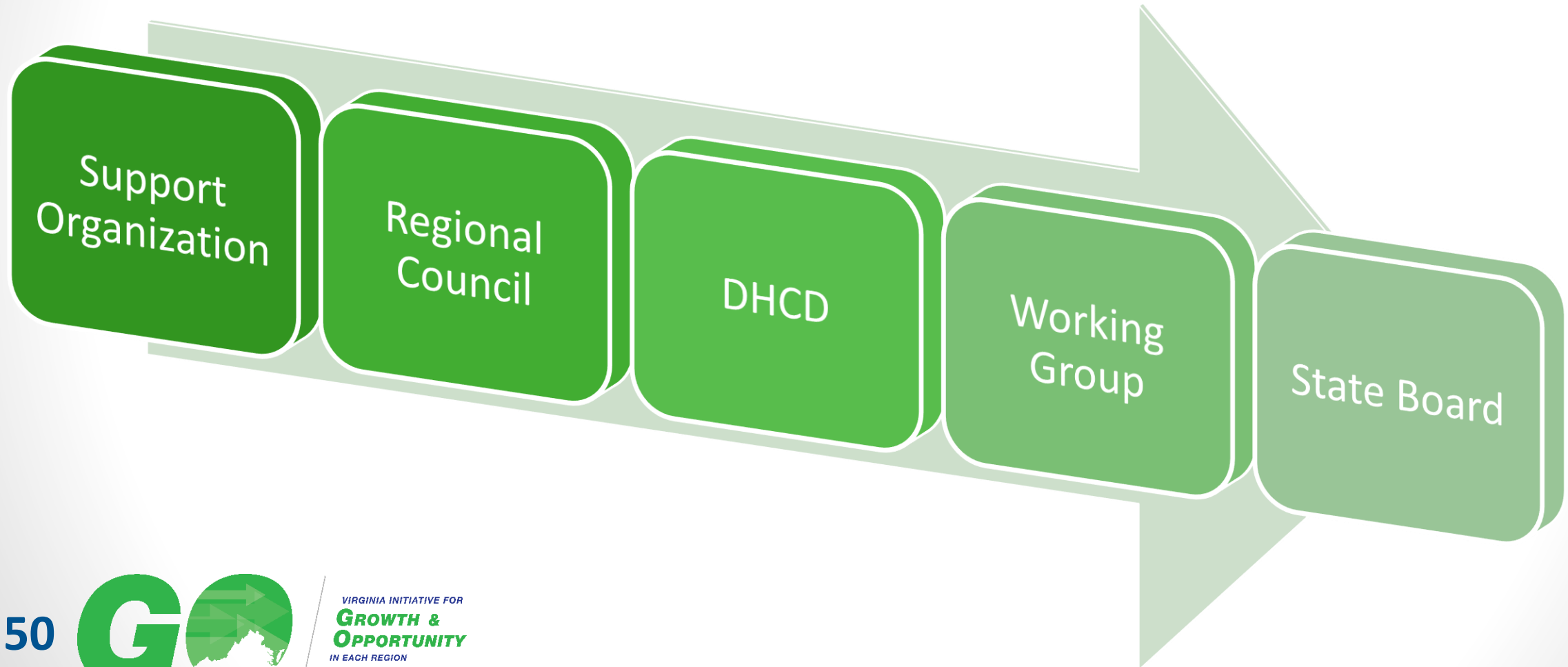
THE REGIONAL APPLICATION PROCESS

- **Each support organization has an established process for application solicitation, submission, and review by the Regional Council.**

- **Applications must be approved by the Regional Council in order to be submitted to the State Board.**

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THE STATE APPLICATION PROCESS

- **Once approved by the Regional Council, applications are submitted by the designated support organization to DHCD through the Centralized Application Management System (CAMS).**

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OPPORTUNITY**
IN EACH REGION

THE STATE APPLICATION PROCESS

- **Applications are reviewed for eligibility by DHCD staff, and then forwarded to 1 of 4 working review groups aligned with the GO Virginia strategies.**

- **Each workgroup consists of DHCD staff, GO Virginia Board Members, and Subject Matter Experts.**

- **The Regional Council Chair/Vice-Chairs have the opportunity to do a "Pitch Call" with the workgroup, in order to explain the Regional Council's review and subsequent recommendation for the project.**

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OPPORTUNITY**
IN EACH REGION

THE STATE APPLICATION PROCESS

- **Based on the workgroup conversation and recommendations, DHCD initiates the feedback loop to request additional information and documentation.**

- **DHCD then makes a recommendation to the Board for each project.**

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GROWTH & OPPORTUNITY
IN EACH REGION

THE STATE APPLICATION PROCESS

- **DHCD then makes a recommendation to the Board for each project based on the program requirements and overall workgroup feedback.**

Requirements	
$1:1 Match Requirement	YES
Local Match Requirement	YES
Local Participation Requirement	YES
Alignment with GOVA Strategies	YES
Alignment with G&D Plan	YES
High-Wage Job Creation Potential	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	YES
Feasibility Study?	NO
Healthcare?	NO
Scholarships?	NO
Broadband?	NO

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IN EACH REGION

ENHANCED CAPACITY BUILDING

- **Up to $100,000 per project of Per Capita Funding can be utilized for feasibility studies, plans, and capacity building activities that will lead to implementation projects that align with the Region's Growth and Diversification Plan.**

- **Enhanced Capacity Building funds are capped at $250,000 total per fiscal year for each region.**

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IN EACH REGION

ENHANCED CAPACITY BUILDING

- **Project Requirements are the same as those for Per Capita projects. However, the local match requirement has been waived.**

- **These projects are submitted using an abbreviated applications that is NOT submitted through CAMS.**

- **These projects are administratively approved by DHCD and reported to the Board at the subsequent meeting.**

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IN EACH REGION

ENHANCED CAPACITY BUILDING

APPLICATION QUESTIONS:

1. Please list the participating localities (a minimum of 2 is required).
2. Please use the Budget Overview: Sources & Uses Template to provide the project budget and demonstrate that you have the required 1:1 match for the project.
3. Please provide a brief summary of the project.
4. Please describe why this project is a priority for the Regional Council.
5. Please describe how this project aligns with the Region's Economic Growth and Diversification Plan.

REQUIRED ATTACHMENTS:

1. Project Application to Regional Council
2. Letter from Regional Council Chairman stating support of the request
3. Budget Overview: Sources & Uses Template

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IN EACH REGION

The Per Capita Application

THE PER CAPITA APPLICATION

- **Project Budget**
- **14 Narrative Questions**
  - **Economic Impact**
  - **Regional Collaboration**
  - **Project Readiness**
  - **Sustainability**
- **8 Required and 2 Optional Attachments**

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

THE APPLICATION QUESTIONS

1. **Provide a detailed overview of the proposed project and project activities (scope of work). If the full project scope goes beyond the reflected budget, please provide a breakdown of the current and later phases of project activities.**

   ATTACHMENTS: A 1-2-page Executive Summary should be uploaded with the application.

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IN EACH REGION

PER CAPITA QUESTIONS

THE APPLICATION QUESTIONS

2. Identify the project goals, approach, and outcomes, and how the project relates to the region's Economic Growth and Diversification plan and the goals of GO Virginia.

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OPPORTUNITY**
IN EACH REGION

THE APPLICATION QUESTIONS

3. Describe the project timeline and the specific project milestones that will be utilized to track project progress and fund disbursement. Address the project administrator's ability to meet these milestones and to take remedial actions in the event that are not achieved.

ATTACHMENTS: Project Milestones including a proposed Drawdown Schedule should be uploaded with the application.

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IN EACH REGION

THE APPLICATION QUESTIONS

4. Provide a detailed description of the performance metrics that will be used to quantify success, both quantitative and qualitative, and how the metrics were developed. Describe the Return on Investment (ROI) methodology and calculated ROI and the timeline for achieving the expected ROI. Include an explanation and source of any data used as the basis for ROI and outcome projections.

ATTACHMENTS: Performance Measures and ROI Calculations should be uploaded with the application.

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IN EACH REGION

PERFORMANCE METRICS

- **Performance metrics should reflect both the OUTPUTS and the OUTCOMES of a project.**
- **Outputs reflect project activities**
  - **Ex. Businesses served, workshops hosted**
- **Outcomes reflect the project impact: *The Δ!***
  - **Ex. Businesses expanded, jobs created**
- **Enhanced Capacity Building projects will have outputs, but not outcomes if the projects do not involve implementation.**

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OPPORTUNITY**
IN EACH REGION

METRICS

PERFORMANCE METRICS

OUTPUTS

- Acreage or SF developed
- Credentials awarded
- Individuals reached
- New participants engaged
- New partnerships established
- Plans/Reports completed
- Workers trained
- Workshops hosted

OUTCOMES

- Businesses created
- Clusters expanded
- Costs reduced
- Graduates/trainees hired
- Jobs created/retained
- Leveraged private investment (LPI)
- Revenues increased
- Tax revenue increased

METRICS

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VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

For a more comprehensive list of performance metrics, see the Guide to ARC Project Performance Measures

AVERAGE WAGES

$70,571

$40,199

$52,038

$46,109

$39,012

$50,623

$33,475

$33,480

$46,192
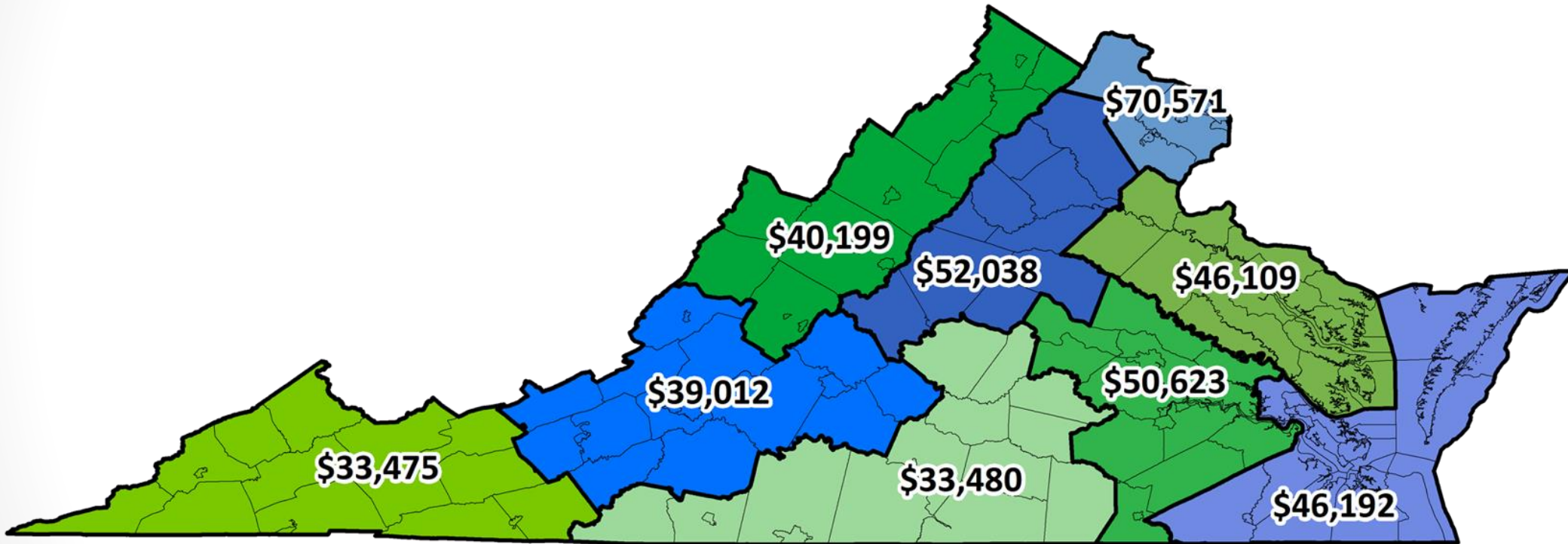
Source: U.S. Bureau of Economic Analysis, Per Capita Income, 2015

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**GROWTH &
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IN EACH REGION

RETURN ON INVESTMENT (ROI)

- **A Return on Investment (ROI) measures how much money or profit is made from an investment relative to the cost of the investment (%).**

- **ROI % = (Revenues from Investment – Cost of Investment)**

  Cost of Investment

- **ROI should reflect the Commonwealth's Return on investment over a 3-year period after implementation has begun.**

GO VIRGINIA

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IN EACH REGION

ROI

RETURN ON INVESTMENT (ROI)

- **ROI should be calculated using the Commonwealth's total investment in the project, including the GO Virginia request and any other funding.**

- **Ex: $500,000 GOVA + $300,000 COF = $800,000 total state investment**

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IN EACH REGION

ROI

RETURN ON INVESTMENT (ROI)

- **EXAMPLE:**

($1.2M Increased State Revenue) – ($500,000 State Investment)

($500,000 State Investment)

ROI = 140%

RETURN ON INVESTMENT (ROI)

- **State Income Tax Revenue**

  - **Based on the number of direct jobs created**

  - **$720 + 5.75% of taxable income over $17,000**

  - **Ex: One job earning $50,000 would generate $2,617.50 in state income tax revenue.**

  Calculation: $720+ .0575 ($33,000) = $2,617.50

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ROI

RETURN ON INVESTMENT (ROI)

- **State Sales Tax Revenues**
  - **Based on the estimated sales revenues and the number of direct jobs created**
  - **Commonwealth receives 4.3% of all sales**
  - **Many ROI models assume a person's net income will be 70% of their salary, and that person will spend 1/3 of their net income on goods/services that will generate sales tax revenue.**

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ROI

RETURN ON INVESTMENT (ROI)

- **State Sales Tax Revenues**

  - **One job earning $50,000 would have net income of $35,000, of which 1/3 or $11,667 would be spent on goods/services.**

  - **Ex: One job earning $50,000 would generate $502 in sales tax revenue for the Commonwealth.**

    Calculation: .043 ($11,667) = $502

ROI

ECONOMIC IMPACT BEYOND ROI

- **Additional Revenue to the Locality(s)**
  - **Fees (BPOL, permits, tapping, etc.)**
  - **Industrial Utility Taxes**
  - **Machinery & Tools Taxes**
  - **Meals & Lodging Taxes**
  - **Public Utility Revenue**
  - **Real Estate Taxes**
  - **Sales Tax**
  - **Tangible Personal Property Taxes**

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THE APPLICATION QUESTIONS

5. **Describe the service area of the project. Identify localities participating in the project (financially or administratively) as well as those localities that are served by the project.**

    a. The applying region What portion of the region's population is served by the project? How was this figure calculated?

    b. Does the application request a waiver of the local match requirement? ($50,000 or 20% provided by participating localities, whichever is greater).

    c. Are there localities or other GO Virginia regions (including interstate collaborations) that are outside that are participating in the project? If so, describe the nature of the collaboration and the anticipated impact.

    ATTACHMENTS: Commitment Letters and in-kind commitment forms should be uploaded with the application.

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THE APPLICATION QUESTIONS

6. Identify cost efficiencies, repurposing of existing funds, leveraging of existing assets, or other evidence of collaboration that can be demonstrated as a result of the project.

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THE APPLICATION QUESTIONS

7. **Discuss existing grant requests or programs with similar goals and indicate how the proposed project is not duplicative of, but additive to, other efforts to support economic diversification and the creation of higher-paying jobs. Have existing efforts been successful and sustainable?**

   a) For enhanced capacity building projects, discuss how the enhanced capacity building effort could contribute to the success of associated future grant requests and how the project could be replicated or used across multiple grant requests and/or regions.

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THE APPLICATION QUESTIONS

8. **Describe all partner organizations involved with the implementation of the project, including the entity's role, financial or in-kind commitment, and capacity to successfully execute their duties as they relate to the project.**

These may include but are not limited to school divisions, community colleges, public and private institutions of higher education, economic and workforce development entities, local governments, regional organizations, planning district commissions, nonprofit organizations, and private-sector entities.

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THE APPLICATION QUESTIONS

9. **Discuss any major barriers to successful implementation and other associated risks along with a plan to overcome them. How will the project administrator address these barriers?**

The response also should include any items that must occur prior to initiation of the project or execution of the contract (acquisitions, funding, agreements, partnerships, permits, etc.) and potential timeline impacts for those items.

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THE APPLICATION QUESTIONS

10. **Discuss how the regional council and project developers have consulted with subject matter experts regarding the efficacy and viability of the proposal. Provide an overview of the feedback from the subject matter experts, and how their feedback validated the approach and methodology for the project.**

     The response can include pre-application feedback given to the applicant by their own subject matter experts. However, the response should also include an overview of the Support Organization and Regional Council review process and feedback provided during that process.

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THE APPLICATION QUESTIONS

11. **Discuss how the regional council and project developers have consulted with local government entities regarding the strategy and implementation of the project.**

The response should include how local government and economic development partners were actively engaged in the development of the project.

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THE APPLICATION QUESTIONS

12. **Discuss prerequisite activities undertaken by the collaborating parties to increase efficiency with regard to program delivery and support for the project once launched.**

The response should cover any substantial work done to date, and if available, the investments associated with those items.

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THE APPLICATION QUESTIONS

13. **Identify the total project budget and the sources and uses for matching funds and leverage.**

   a. Does the project have the required $1:1 match? What are the sources/uses for these funds?

   b. Does the project have the required 20% (or $50,000 if request is less than $250k) local match? What are the sources/uses for these funds?

   c. Are any additional funds or in-kind contributions serving as leverage for the project? What are the sources/uses for these funds?

   ATTACHMENTS: Financial commitment letters and In-Kind Contribution forms should be uploaded with the application.

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PER CAPITA QUESTIONS

THE BUDGET

	Uses of GO Virginia Funds	Amount ($)	Description
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14		$ -	Total GO Virginia Request

Total should equal DHCD Request Column in CAMS

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THE BUDGET

	Uses of Matching Funds	Amount ($)	Type of Match (Dropdown)	Source of Match	Documentation Submitted (Dropdown)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12		$ -	Total Matching Funds		
13		$ -	Total Local Match		

Total Matching Funds should equal Other Funding Column in CAMS

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THE BUDGET

- *Total CAMS Budget should match CAMS. Additional leverage will on a separate tab, and should not be included in the CAMS budget.*

	A	B
1	**Type of Funds** ▼	**Totals** ▼
2	GO Virginia	$ -
3	Matching Funds	$ -
4	**Total CAMS Budget**	$ -
5	Additional Leverage	$ -
6	**Total Project Budget**	$ -
7	*These answers will autofill from previous tabs.*	
8		
9	**Type of Match** ▼	**Totals** ▼
10	**Matching Funds**	$ -
11	At least $1:1	YES
12	**Local Match**	$ -
13	At least $50,000	NO
14	At least 20% of GO VA Request	YES
15	Local Match Waiver Requested?	

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BUDGET TEMPLATE

THE CAMS BUDGET

THE CAMS BUDGET

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THE CAMS BUDGET

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THE APPLICATION QUESTIONS

14. **Discuss how the program will achieve stable, long-term sustainability beyond the initial funding period? Have any funding sources been secured to continue implementing the program or strategy following the exhaustion of these funds?**

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The Competitive Application

COMPETITIVE PROJECTS WILL BE…

- **Larger-scale**

- **Multi-regional collaborations**

- **Extraordinary opportunities for Virginia**

- **Statewide Impact**

- **$11.3 million in funding available**

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THE COMPETITIVE APPLICATION

- **Project Budget**
- **19 Narrative Questions**
  - **Economic Impact**
  - **Regional Collaboration**
  - **Project Readiness**
  - **Sustainability**
- **8 Required and 3 Optional Attachments**

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APPLICATION DIFFERENCES

- **Performance Metrics & ROI now addressed in separate questions**

- **Partnership with GMU for assistance with ROI calculations and validation**

- **Some questions have been reworded to accommodate interregional collaboration**

- **4 Additional Questions specific to Competitive**

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COMPETITIVE APP

THE APPLICATION QUESTIONS

6. In terms of interregional collaboration, how do the ROI, performance metrics, and economic impact take into consideration the varying populations of the participating localities and/or regions. For example, for urban-rural collaborations, do the calculations take into account how the project's economic impact may be proportionally greater in a locality/region with a smaller population and lower average wages?

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COMPETITIVE QUESTIONS

THE APPLICATION QUESTIONS

10. Does this project align with the Economic Growth & Diversification Plan for each of the participating regions? Does the project align with any previously funded GO Virginia per capita or enhanced capacity building projects?

ATTACHMENT: Please attach the subsequent addendum to the plan that demonstrates such alignment and why this project is a priority for the region(s).

THE APPLICATION QUESTIONS

12. Identify the primary project manager(s) from each region, and how they will facilitate project implementation across regions. Describe the division of responsibility and the plan for communication between project administrators, support organizations, higher education institutions, private businesses, etc. from across regions.

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THE APPLICATION QUESTIONS

19. Describe how this project has been structured to allow for replication in other regions or statewide?

a. Are there localities or other GO Virginia regions (including interstate collaborations) that are outside the applying region(s) that are participating in the project? If so, describe the nature of the collaboration and the anticipated impact.

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Best Practices

APPLICANTS SHOULD ALWAYS…

- **Align with the GOVA Mission**
- **Meet and exceed the requirements**
- **Use GOVA provided templates & data**
- **Reach out to localities**
- **Maximize collaborations**
- **Demonstrate the long-term demand**

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BEST PRACTICES

APPLICANTS SHOULD ALWAYS...

- **Work closely with the support organization**
- **Start early & submit early**
- **Read the guidelines & ask questions**
- **Cite your sources**
- **Define your acronyms**
- **DOCUMENT, DOCUMENT, DOCUMENT!**

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Next Steps

STATE DEADLINES

- **May 11, 2018 State Application Deadline**
  - **June 12, 2018 Board Meeting**
- **July 13, 2018 State Application Deadline**
  - **August 14, 2018 Board Meeting**
- **September 7, 2018 State Application Deadline**
  - **October 9, 2018 Board Meeting**
- **November 9, 2018 State Application Deadline**
  - **December 18, 2018 Board Meeting**

NEXT STEPS

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Questions?